

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Mentzer Media
600 Fairmount Avenue
Suite 306
Towson, MD 21286

<u>Contract / Revision</u> 565947 /		<u>Alt Order #</u> 07894326
<u>Product</u> AMER 4 PROSPERITY		
<u>Contract Dates</u> 08/15/12 - 08/21/12		<u>Estimate #</u> //303
<u>Advertiser</u> Americans For Prosperity		<u>Original Date / Revision</u> 08/03/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	3	08/15/12	08/19/12	Newschannel 3 News	6-7am		:30			NM	3	\$1,095.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$365.00			
N 2	3	08/15/12	08/19/12	CBS This Morning	7-9a		:30			NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$280.00			
N 3	3	08/15/12	08/19/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$280.00			
N 4	3	08/15/12	08/19/12	Newschannel 3 News	6-630pm		:30			NM	3	\$1,515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$505.00			
N 5	3	08/15/12	08/19/12	7-730pm	7-730pm		:30			NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$585.00			
N 6	3	08/15/12	08/19/12	Late News (M-F)	11-1135p		:30			NM	3	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$760.00			
N 7	3	08/15/12	08/19/12	Late Night with David Letterman	1135pm-1235am		:30			NM	3	\$705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--111--				3	\$235.00			
N 8	3	08/15/12	08/15/12	Wednesday Prime	9-10pm		:30			NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W----				1	\$1,925.00			
N 9	3	08/15/12	08/15/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W----				1	\$1,375.00			
N 10	3	08/16/12	08/16/12	Thursday Prime	9-10pm		:30			NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$1,925.00			
N 11	3	08/16/12	08/16/12	Thursday Prime	10-11pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$1,785.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract Dates	Product	Estimate #
08/15/12 - 08/21/12	AMER 4 PROSPERITY	//303

Advertiser	Original Date / Revision
Americans For Prosperity	08/03/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	3	08/17/12	08/17/12	Friday Prime	8-9pm		:30			NM	1	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$1,240.00			
N 13	3	08/17/12	08/17/12	Friday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$1,375.00			
N 14	3	08/18/12	08/18/12	Newschannel 3 News	6-630pm		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$170.00			
N 15	3	08/18/12	08/18/12	730-8pm	730-8pm		:30			NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$135.00			
N 16	3	08/18/12	08/18/12	Saturday Prime	9-10pm		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$555.00			
N 17	3	08/18/12	08/18/12	Saturday Prime	10-11pm		:30			NM	1	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$830.00			
N 18	3	08/19/12	08/19/12	Face the Nation	1030-11am		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$555.00			
√ 19	3	08/19/12	08/19/12	Sunday Prime	7-8pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$1,785.00			
√ 20	3	08/19/12	08/19/12	Sunday Prime	9-10pm		:30			NM	1	\$1,515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$1,515.00			
√ 21	3	08/19/12	08/19/12	Sunday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$1,375.00			
√ 22	3	08/19/12	08/19/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$210.00			
√ 23	3	08/20/12	08/21/12	Newschannel 3 News	6-7am		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$365.00			
√ 24	3	08/20/12	08/21/12	CBS This Morning	7-9a		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$280.00			
√ 25	3	08/20/12	08/21/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$280.00			
√ 26	3	08/20/12	08/21/12	Newschannel 3 News	6-630pm		:30			NM	2	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$505.00			
√ 27	3	08/20/12	08/21/12	7-730pm	7-730pm		:30			NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$585.00			
√ 28	3	08/20/12	08/21/12	Late News (M-F)	11-1135p		:30			NM	2	\$1,520.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$760.00			
N 29	3	08/20/12	08/21/12	Late Night with David Letterman	1135pm-1235am		:30			NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	11-----				2	\$235.00			
N 30	3	08/20/12	08/20/12	Monday Prime	10-11pm		:30			NM	1	\$1,655.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$1,655.00			
N 31	3	08/21/12	08/21/12	NCIS	8-9pm		:30			NM	1	\$2,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$2,060.00			
N 32	3	08/21/12	08/21/12	Tuesday Prime	9-10pm		:30			NM	1	\$1,785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$1,785.00			
Totals											53	\$37,305.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/21/12	53	\$37,305.00	\$31,709.25
Totals	53	\$37,305.00	\$31,709.25

Signature: _____ Date: _____

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